



THE CFC CAMPAIGNER'S GUIDE TO FUNDRAISING SUCCESS

INITIAL SUGGESTIONS

- ✍ Get approval from your Agency Director for your ideas. Don't surprise him/her!
- ✍ Use a special event to generate more interest in the campaign.
- ✍ Check with available legal counsel or CFC rules before planning any special events not mentioned here. Don't risk trouble with well-intentioned but illegal activities!
- ✍ Solicit services and raffle/auction items from your co-workers or local retail establishments with whom your agency has no working relationship. It is forbidden by CFC rules to solicit prizes or services from local vendors with whom your federal agency works or may work!
- ✍ Tie special events to completed pledge forms.

EVENTS, PARTIES, KICK-OFFS, PICNICS

- ✍ Food Puts 'em in the Mood!
Many agencies like to have a kick-off breakfast, lunch, or pizza party, as food is an excellent incentive to bring people together. This is also a great time to hold an employee meeting. One Federal agency held a progressive pot-luck luncheon, serving a different course in five different rooms and a different charity display in each. Suggestions include:
 - Tacos, pizza, homemade chili or spaghetti
 - Ice-cream social
 - BBQ
 - Oktoberfest Theme
 - Popcorn at a group meeting
- ✍ Food, Fun, Ants!
Why not turn your agency annual picnic into a CFC event as well? Invite charity speakers, conduct fundraising activities throughout the day and collect pledge forms at the end.
- ✍ Halloween Nonsense
Try a costume contest, ghoulish pot-luck lunch, pumpkin carving or dunking for apples. Invite children of employees for a costume parade or trick-or-treating with employees. Combine with a CFC solicitation meeting and follow with collecting pledge forms.



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Talent Show

If your staff is blessed with musicians, writers, singers or the like, let them donate their talents to a CFC rally. The Federal Highway Administration in Vancouver has done one for several years with rousing success.

COMPETITIONS

Run for the Money

Hold a 3 – 5K race during lunch around the neighborhood near your office, with individuals and teams, and prizes for the winners. Charge a modest entry fee that goes to CFC, or submitted pledge forms. The Army Corps of Engineers, Portland District and Northwestern Division offices held a run/walk around the Portland Riverfront Esplanade that was great fun and raised a great deal of funds.

Tricycle Races

Before the race, employees can pay to have sandbags or attach bags of coins to the trikes. Managers race around the parking lot, with the winner earning a prize for his/her department.

Office Olympics

Set up an obstacle course in the lunchroom, outside or throughout the office. Each station should be something fun – filing documents the fastest, shredding paper, pushing someone across the room in an office chair, etc. Conduct in teams or individually.

Coloring Contest

Ask children of employees to draw a picture of what CFC means. Hang entries throughout the office, and after a vote reward winners at an employee meeting.

Pizza Party or Extended Coffee Break . . .

given to the first department or division to reach goal! Managers or employees of other departments can be the servers. This is a popular choice at the U.S. Postal Service.

AUCTIONS/SALES

Bake Sales

Get your best cooks to show their stuff – cookies, lasagna, desserts, any kind of bake sale works well. Let people vote for the best in each category and award prizes.

Lunch Box or Gift Basket Auction

Employees create interesting lunches or gift baskets to be auctioned off at the end of a group meeting, with proceeds going to CFC. Award prizes for the most creative.



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Balloon Sales

Stuff messages inside balloons, with either a thank you for their donation or a prize they've won.

Home-Grown Auction

Employees donate their own random items (household items, sports tickets, food, "white elephant" items, handmade goods, etc.) or services (lawn mowing, car washing) for auction. The company can also donate parking spots, a casual day, etc.

Houseplant, Flower or Candy Sales

Allow employees to purchase items with special messages inside or home-made gift baskets to be delivered to another employee, with the dollars going to CFC. Bonneville Power Administration and the Internal Revenue Service have had good success with these events.

OTHER IDEAS

Dunk Tank

Set one up in the parking lot, with executives in the "hot seat." Charge a few dollars (going to the CFC) per throw or offer 3 throws per completed pledge form.

Dress Down for CFC/Casual Days

Employees turn in pledge cards by a certain deadline to get a casual dress day.

CFC Charity Fair

Working with your CFC staff, invite charities or federations to set up information tables in your cafeteria, lobby or meeting room for a couple hours. This is best done in conjunction with an employee meeting or other event.

Ugly Hat or Tie Contest

Employees wear the ugliest tie they can find to work one day and other employees "vote" with their submitted pledge form. The winner gets a prize.

Executive Shoe Shine

Agency managers set up a shoe shine stand, and for a few dollars or completed pledge form they give their employees a shine.

Manager's Tie Progress Chart

Ask one of your managers to bring (and preferably wear) a tie with various stages of progress in your campaign painted on it. As each level is met, the Campaign Coordinator cuts off a new piece of the tie!

Pie in the Face

Employees pay a few dollars or turn in a completed pledge form for the chance to blast an agency manager with a whipped-cream pie!



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✍ "Kiss the Pig"

If the campaign makes goal, a manager or the Agency Director agrees to "kiss a pig" in front of the staff. The Oregon Federal Executive Board can find you a very large hog!

✍ Match the Baby Photo Contest

Employees bring baby photos, which are posted on a board with numbers beneath. Other employees pay a few dollars or submit a pledge form to guess who is who. Whoever gets the most correct wins a prize.

PRIZES AND INCENTIVES

The Columbia River/Willamette Valley CFC offers incentives each year to every generous donor. You may also purchase other items with CFC logos to give to each of your agency's donors. Contact PCFO Development Officer Shelah Hanson, at 503-226-9341 for vendor brochures with official CFC items, or go to <http://www.unitedwaysupplies.com/pages/408427/index.htm> and click on the CFC Catalogues link.

In addition, you might solicit prizes from fellow employees, such as:

✍ Tickets to sporting events

✍ Use of a condo or vacation home for a weekend

✍ Fresh flowers, herbs, or garden vegetables provided once a month for a year.

✍ Golf/tennis/sailing/dancing lessons

✍ Personal services: baby-sitting, car washing, lawn-mowing, etc.

✍ Federal agency items, such as T-shirts, caps, etc.